

**Equal Employment Opportunity (EEO)**

**FCC Public Inspection File Report**

**for the period January 22, 2007 to January 22, 2008**

**Mississippi Authority for Educational Television  
(d/b/a Mississippi Public Broadcasting)**

**Mississippi Authority for Educational Television is  
the licensee of an eight-station public television network  
and an eight-station public radio network**

**WMAH-TV / WMAH-FM (Biloxi)  
WMAE-TV / WMAE-FM (Booneville)  
WMAU-TV / WMAU-FM (Bude)  
WMAO-TV / WMAO-FM (Greenwood)  
WMPN-TV / WMPN-FM (Jackson)  
WMAW-TV / WMAW-FM (Meridian)  
WMAB-TV / WMAB-FM (Mississippi State)  
WMAV-TV / WMAV-FM (Oxford/University)**

## EEO REPORT

1. Full-time vacancies filled between January 22, 2007 to January 22, 2008:

- a. Accountant/Auditor II: 03/19/07
- b. Bureau Director I: 03/29/07
- c. Division Director I: 04/01/07
- d. Broadcast Technician Senior: 04/02/07
- e. Administrative Assistant IV: 05/15/07
- f. Producer/Director: 06/01/07
- g. Accounting Specialist Senior: 06/25/07
- h. Senior Producer/Director: 07/01/07
- i. Senior Producer/Director: 07/16/07
- j. Education Specialist: 07/16/07
- k. Announcer/Producer Senior: 07/23/07
- l. Announcer/Producer I: 08/13/07
- m. Announcer/Producer I: 08/20/07
- n. Administrative Assistant II: 08/20/07
- o. Branch Director I: 09/01/07
- p. Systems Administrator II: 09/24/07
- q. Office Director I: 10/01/07
- r. Executive Producer: 10/01/07
- s. Project Technician: 10/01/07
- t. Branch Director I: 11/01/07
- u. Videographer Editor: 11/13/07
- v. Announcer/Producer I: 11/26/07
- w. Deputy Director: 12/11/07
- x. Project Technician: 01/02/08
- y. Broadcast Technician Lead: 01/02/08
- z. Announcer/Producer Senior: 01/02/08

2. Recruitment sources used for each vacancy:

- a. Accountant/Auditor II: SPB COE (Certificate of Eligibles)
- b. Bureau Director I: Agency Website and SPB Website
- c. Division Director I: See Attached List
- d. Broadcast Technician Senior: See Attached List

- e. Administrative Assistant IV: MPB, Agency Website and SPB Website
- f. Producer/Director: Agency Job Posting Only
- g. Accounting Specialist Senior: See Attached List plus Copiah-Lincoln Community College (Business Dept) and Holmes Community College (Business Dept)
- h. Senior Producer/Director: MPB and Agency Website
- i. Senior Producer/Director: See Attached List plus All Access Job, Corporation for Public Broadcasting Website and RADIO ONLINE website
- j. Education Specialist: See Attached List plus Corporation for Public Broadcasting Website
- k. Announcer/Producer Senior: All Access Job, Corporation for Public Broadcasting website and RADIO ONLINE Website, Employment Security Comm., Agency Job Bank, MPB, Agency Website, SPB Website, NAACP State Office, NAACP National Office, Urban League, Mississippi Assoc. of Broadcasters and MPB on-air announcement
- l. Announcer/Producer I: All Access Job, Corporation for Public Broadcasting website and RADIO ONLINE website, Employment Security Comm., Agency Job Bank, MPB, Agency Website, SPB Website, NAACP State Office, NAACP National Office, Urban League, Mississippi Assoc. of Broadcasters and MPB on-air announcement
- m. Announcer/Producer I: See Attached List plus Copiah-Lincoln Community College (Business Dept), Holmes Community College (Business Dept), Corporation for Public Broadcasting Website and RADIO ONLINE Website
- n. Administrative Assistant II: See Attached List plus Copiah-Lincoln Community College (Business Dept) and Holmes Community College (Business Dept)
- o. Branch Director I: See Attached List plus Corporation for Public Broadcasting Website
- p. Systems Administrator II: See Attached List plus Corporation for Public Broadcasting Website
- q. Office Director I: MPB, Agency Website, Corporation for Public Broadcasting Website, National Association of Broadcasters Website, PBS Connect Website and The Society of Broadcast Engineers Website

- r. Executive Producer: See Attached List plus Corporation for Public Broadcasting Website and The Society of Broadcast Engineers Website
  - s. Project Technician: See Attached List plus Corporation for Public Broadcasting Website, National Association of Broadcasters Website, PBS Connect Website and The Society of Broadcast Engineers Website
  - t. Branch Director I: See Attached List plus Corporation for Public Broadcasting Website, National Association of Broadcasters Website, The Society of Broadcast Engineers Website and *Memphis Commercial Appeal*
  - u. Videographer Editor: See Attached List plus Corporation for Public Broadcasting Website, National Association of Broadcasters Website, PBS Connect Website and The Society of Broadcast Engineers Website
  - v. Announcer/Producer I: See Attached List plus *Bolivar Commercial, Delta Democrat Times, Commonwealth, The Daily Star, DeSoto Times Today, Northeast Mississippi Daily Journal, All Access Job, Corporation for Public Broadcasting Website, Public Daily Newslink and University of Memphis Website*
  - w. Deputy Director: MPB, Agency Website, Corporation for Public Broadcasting Website, National Association of Broadcasters Website, PBS Connect Website, Mississippi Association of Broadcasters and The Society of Broadcast Engineers Website
  - x. Project Technician: See Attached List
  - y. Broadcast Technician Lead: See Attached List plus Corporation for Public Broadcasting Website, National Association of Broadcasters Website, PBS Connect Website and The Society of Broadcast Engineers Web Site and University of Memphis Website
  - z. Announcer/Producer Senior: MPB and Agency Website
3. Recruitment sources that referred the people hired for full-time vacancies (corresponding to section 1 above):
- a. SPB Website
  - b. Agency Website
  - c. Agency Website
  - d. Agency Website

- e. SPB Website
- f. Agency Job Posting
- g. SPB Website
- h. SPB Website
- i. Agency Website
- j. SPB Website
- k. SPB Website
- l. Agency Website
- m. SPB Website
- n. SPB Website
- o. Agency Job Posting
- p. SPB Website
- q. Agency Website
- r. SPB Website
- s. Agency Job Posting
- t. Agency Job Posting
- u. SPB Website
- v. SPB Website
- w. Agency Job Posting
- x. \*Reappointment - Employee returned from Military Leave
- y. Agency Website
- z. Agency Job Posting

4. Total number of persons interviewed for full-time vacancies  
(corresponding to section 1 above):

- a. Two: SPB COE x 2
- b. One: Agency Website
- c. Five: SPB Website, Agency Job Posting x 2, Agency Website x 2
- d. Eight: SPB Website x 6, Agency Website, PBS Connect Website
- e. Five: SPB Website x 3, Agency Website x 2
- f. Two: Agency Job Posting x 2
- g. Five: SPB Website x 3, Agency Website x 2
- h. One: SPB Website
- i. Four: SPB Website x 2, Agency Website x 2
- j. Six: Agency Website, Employment Security Comm., SPB Website x 4
- k. Two: SPB Website x 2
- l. Four: SPB Website x 3, Agency Website

- m. Three: SPB Website x 3
- n. Four: SPB Website x 3, Agency Website
- o. Two: SPB Website, Agency Job Posting
- p. Six: SPB Website x 4, Agency Job Posting x 2
- q. One: Agency Website
- r. Four: SPB Website x 2, Agency Website x 2
- s. One: Agency Job Posting
- t. Two: Agency Job Posting x 2
- u. Four: SPB Website x 3, Employment Security Comm.
- v. Eight: SPB Website x 8
- w. One: Agency Job Posting
- x. \*Reappointment – Employee returned from Military Leave
- y. Three – SPB Website x 2, Agency Website
- z. Three – Agency Job Posting, Agency Website x 2

**\*Note – Reappointment -Employee was hired 03/15/06 but took a leave of absence 09/01/06 due to Military Leave. We advertised to fill this position but due to the applicant's lack of experience who applied we were unable to fill this position. The position was still vacant when the employee returned from Military Leave so we reappointed this employee in the same position from which he left.**

**\*\*Clarion Ledger** includes both print and website listings.

5. Long-term recruitment initiatives (Prong 3):

- a. **Internship Program:** The opportunity for an internship with Mississippi Authority for Educational Television is offered to all students enrolled in or recently graduated from an institution of higher learning. Occasionally, the agency will make an exception and allow individuals who are not enrolled in or graduates of an institution of higher learning. The agency has submitted internship information to all universities and junior colleges in Mississippi. Further, internship information is made available to the public via the agency's website. The internship positions include radio and television production, on-air work, copywriting, communications, programming, technical assistance, and information systems. The agency also offers a position in our radio reading service for the blind. Other possible positions include set design, graphic arts, scriptwriting, and news and

public affairs. Upon approval of students' respective institutions of higher learning, students may receive credit for these internships.

- b. **Training program for personnel:** This training program is an organic program that changes, in part, according to what the Mississippi State Personnel Board mandates and/or offers to state employees. This course is designed to provide information and skill development to supervisors on the fundamentals of supervising people and programs in government. This training is essential to state employees' acquiring the skills necessary to continue to qualify for higher-level positions. Five employees are currently enrolled in Mississippi's Certified Public Manager Program, a member of the National CPM Consortium. This program is designed to develop and enhance professional competency in the field of public management. One employee is currently enrolled in Human Resources Certification Program Professional Level. This program is designed to focus on the hands-on application of the key HR technical rules, regulations, policies, procedures, and practices. The agency sends many employees to various conferences throughout the year. These conferences provide professional development and networking opportunities. Staff are also sent to formal training seminars. Finally, the agency has encouraged and implemented various informal cross-training exercises in order to broaden the skills sets of its employees.
- c. **Participation in general outreach effort through job banks internet programs:** Each job for which outside advertising is used is placed in a number of job banks. These include: all of the major universities of Mississippi as well as regional junior and community colleges; the Urban League of Greater Jackson; the state chapter of the NAACP; Mississippi Association of Broadcasters; Corporation for Public Broadcasting; National Association of Broadcasters; PBS; The Society of Broadcast Engineers and the Mississippi Employment Security Commission. Each job vacancy for which outside advertising is used is placed on a number of internet programs most of which correspond to the above-mentioned job banks. These include: Agency/Station website; State Personnel Board website; *Clarion Ledger* website; MS Employment Security Commission website; Mississippi Association of Broadcasters website; Corporation for

Public Broadcasting website; National Association of Broadcasters website; PBS Connect website; The Society of Broadcast Engineers website and colleges and universities career centers websites.

- d. **Listing of each upper-level opening in a job bank or newsletter of a media trade group with a broad-based membership, including participation of women and minorities.** Each of our upper-level openings during the referenced period was listed with the Mississippi Association of Broadcasters; a media trade group, as well as *Current*, public broadcasting's bi-weekly periodical. In addition, each upper-level opening was included in the agency's own job bank which is broadcast weekly on the statewide network of MAET. Further, each upper-level opening was listed in *Mississippi Link*, a minority-owned newspaper in Jackson, MS, the Urban League Greater Jackson, state and national NAACP, and Mississippi's historically black colleges and universities.
- e. **Co-sponsoring at least one job fair with an organization in the community whose membership includes substantial participation of women and minorities.** MPB co-sponsored a "Careers in Broadcasting" job fair on Friday, May 11, 2007 along with a host of other broadcasting entities in Jackson, MS. The job fair was publicized in the *Clarion Ledger* on Sunday, May 6, 2007. The notice specifically urged minorities and women to attend. Over 200 applicants attended.



## **RECRUITMENT SOURCES: (General)**

Agency WEB Site - (Cindy Neal)

(email) [Cindy.neal@mpbonline.org](mailto:Cindy.neal@mpbonline.org)

Agency locations (in-house and sites)

Alcorn State University (Lorman) - Placement Services (Al Johnson)

(email) [careers@lorman.alcorn.edu](mailto:careers@lorman.alcorn.edu)

Belhaven College (Jackson) - Career Services (Brad Voyles)

(email) [eprice@belhaven.edu](mailto:eprice@belhaven.edu)

Clarion-Ledger (Jackson) (Beverly Brown - Classified Ads) (Phone 601-961-7125)

Employment Security Commission - (Angela Griffin) - (Phone 601-321-6048) MAIL

Employment Security Commission (MPB Job Bank) - (Diane Bell - [dbell@mdes.ms.gov](mailto:dbell@mdes.ms.gov))

Hinds Community College (Raymond) - Placement Office (Jane Moore)

(email) [jjohnson@hindsc.edu](mailto:jjohnson@hindsc.edu)

Hinds Community College (HCC Job Placement Listings - website

([www.hindsc.edu/jobplacement](http://www.hindsc.edu/jobplacement)) (Joe Johnson, Job Placement Coordinator)

Jackson State University (Jackson) Career Counseling - (Obra Hackett) (Phone 601-968-2477)

MAIL

Mississippi Association of Broadcasters (MAB) - Job Bank

Millsaps College (Jackson) Career Center - (Vicki McDonald)

(email) [mcdonald@millsaps.edu](mailto:mcdonald@millsaps.edu)

Mississippi College (Clinton) Placement Office - (Susan Nyberg)

(email) [nyberg@mc.edu](mailto:nyberg@mc.edu)

Mississippi Link (Jackson) (Jackie Hampton) (Phone 601-896-0084)

Mississippi State University (Starkville) Career Services Center - (Sandra McDonald)

(email) [smcdonald@career.msstate.edu](mailto:smcdonald@career.msstate.edu)

Mississippi University for Women (Columbus) - Career Services (Teresa Ervin)

(email) [tervin@muw.edu](mailto:tervin@muw.edu)

NAACP State Office - [NAACPMS@bellsouth.net](mailto:NAACPMS@bellsouth.net)

National NAACP State Office - [nbailey@naacpnet.org](mailto:nbailey@naacpnet.org) <mailto:nbailey@naacpnet.org> State

Personnel Board - web site - [www.spb.state.ms.us](http://www.spb.state.ms.us)

Tougaloo College (Tougaloo) - Career Planning & Placement (Tekesia McClendon)

(email) [www.tekesia.mcclendon@tougaloo.edu](mailto:www.tekesia.mcclendon@tougaloo.edu)

Universities Center (Jackson State) (Cassandra Carter) (Phone 601-432-6118) HANDMAIL

University of Mississippi - (Oxford) Career Services - (Toni Avant) (FAX 662-915-7759)

University of Southern Mississippi (Hattiesburg) - Career Planning and Placement (Rusty Anderson)

(email) [cpp@usm.edu](mailto:cpp@usm.edu) (OR) [kathy.oliver@usm.edu](mailto:kathy.oliver@usm.edu)

Urban League (Jackson) (Beneta Burt) (Phone 601-714-4600) MAIL

## **RECRUITMENT SOURCES:** (Technical Services)

Agency WEB Site - (Cindy Neal)

(email) [Cindy.neal@mpbonline.org](mailto:Cindy.neal@mpbonline.org)

Alcorn State University (Lorman) - Placement Services (Al Johnson)

(email) [careers@lorman.alcorn.edu](mailto:careers@lorman.alcorn.edu)

Belhaven College (Jackson) - Career Services (Brad Voyles)

(email) [eprice@belhaven.edu](mailto:eprice@belhaven.edu)

Clarion-Ledger (Jackson) (Beverly Brown - Classified Ads) (Phone 601-961-7125)

Copiah-Lincoln Community College (Wesson) - Electronics Department (Hank Krone) -

MAIL (Phone 601-643-5101)

Employment Security Commission - (Angela Griffin) - (Phone 601-321-6048) MAIL

Employment Security Commission (MPB Job Bank) - (Diane Bell - [dbell@mdes.ms.gov](mailto:dbell@mdes.ms.gov))

Hinds Community College (Raymond) - Placement Office (Jane Moore)

(email) [jjohnson@hindsgcc.edu](mailto:jjohnson@hindsgcc.edu)

Hinds Community College (HCC Job Placement Listings – website

([www.hindsgcc.edu/jobplacement](http://www.hindsgcc.edu/jobplacement)) (Joe Johnson, Job Placement Coordinator)

Hinds Community College - MAIL

- Director of Cooperative Education & Placement (Raymond) - (Patsy Mayo) (Phone 601-857-3427)

- Electronics Technology Department (Raymond) - (Jimmy Harris) (Phone 601-857-3317)

- Rankin Branch - (Pearl) (Dr. Sue Powell) (Phone 601-932-5237)

- Sunset Branch - (Jackson) Placement Counselor (Gloria Adams) (Phone 601-987-8158)

- Utica Campus - Career Development Center (Priscilla Robertson) (Phone 601-885-7120)

- Utica Campus - Vocational Technical Education (Jesse Killingsworth) (Phone 601-885-7039)

Holmes Community College (Goodman) - Engineering Technology Department (Bobby

Gibson) MAIL (Phone 662-472-9090)

Jackson State University (Jackson) Career Counseling - (Obra Hackett) (Phone 601-968-2477)

MAIL

MAB (Mississippi Association of Broadcasters) (Email) [www.msbroadcasters.org](http://www.msbroadcasters.org)

Millsaps College (Jackson) Career Center - (Vicki McDonald)

(email) [mcdonald@millsaps.edu](mailto:mcdonald@millsaps.edu)

Mississippi Link (Jackson) (Jackie Hampton) (Phone 601-896-0084)

Mississippi State University (Starkville) Career Services Center - (Sandra McDonald)

(email) [smcdonald@career.msstate.edu](mailto:smcdonald@career.msstate.edu)

Mississippi University for Women (Columbus) - Career Services (Teresa Ervin)

(email) [tervin@muw.edu](mailto:tervin@muw.edu)

MPB locations (in-house and sites)

NAACP State Office - [NAACPMS@bellsouth.net](mailto:NAACPMS@bellsouth.net)

National NAACP State Office - [nbailey@naacpnet.org](mailto:nbailey@naacpnet.org)

State Personnel Board - Recruitment Division - Web site - [www.spb.state.ms.us](http://www.spb.state.ms.us)

Tougaloo College (Tougaloo) - Career Planning & Placement (Tekesia McClendon)

(email) [www.tekesia.mcclendon@tougaloo.edu](mailto:www.tekesia.mcclendon@tougaloo.edu)

Universities Center (Jackson State) (Cassandra Carter) (Phone 601-432-6118) HANDMAIL

University of Mississippi - (Oxford) Career Services - (Toni Avant) (FAX 662-915-7759)

University of Southern Mississippi (Hattiesburg) - Career Planning and Placement (Rusty

Anderson) (email) [cgp@usm.edu](mailto:cgp@usm.edu) (OR) [kathy.oliver@usm.edu](mailto:kathy.oliver@usm.edu)

Urban League (Jackson) (Beneta Burt) (Phone 601-714-4600) MAIL

## EMPLOYMENT OUTREACH EFFORTS

Almost every position for which outside recruitment is conducted is advertised in *The Clarion Ledger*. This newspaper is distributed statewide and posts all job announcements on *CareerBuilder.com* and, therefore, potentially reaches the entire national workforce. Further, in an effort to ensure direct contact with a diversity of qualified individuals, we also forward every job announcement to at least three of Mississippi's historically black universities, Alcorn State University, Jackson State University, and Tougaloo College. We also send all job announcements to the Urban League of Greater Jackson, Mississippi and the national and state offices of the NAACP. Finally, we advertise all job announcements in the minority owned newspaper, *Mississippi Link*. Finally, for several positions within our News and Public Affairs Department and Radio Department we advertised through our own statewide radio network.

One of our best resources for reaching a diversity of Mississippians continues to be Mississippi Employment Security Commission. The Commission maintains at least one employment center in every county of Mississippi and serves the larger metropolitan areas through several employment centers. Additionally, all job announcements are forwarded to the Mississippi State Personnel Board which posts them in a variety of places and forms including its website, [www.spb.state.ms.us](http://www.spb.state.ms.us).

As in recent years, this past year we were afforded the opportunity to promote from within the agency. We feel that promotions are vital to employee recruitment, retention and morale. We make sure to publicize liberally these opportunities within the agency. All inter-agency job postings are advertised through at least three separate mediums of the agency itself. First, each job announcement is posted on the agency's website. The "employment" link is located in a conspicuous spot of the home page. Second, the human resources department emails to all staff members every job posting. Finally, every job announcement is physically posted at various points throughout the agency's building.

The agency also has an active internship program. In 2007, the agency hired a female intern in its Radio Department. The internship program continues to serve as an effective way to reach potential employees and mentor the community's students.

We feel that our efforts to reach a variety of Mississippians are well served by these resources, which are just a few of the many resources we utilize in advertising our job announcements. Nevertheless, we continue to seek new, economically efficient resources to ensure even greater access to the diverse workforce of Mississippi and the United States.